MARLBORO UNLIMITED

SWEEPSTAKES

OFFICIAL RULES–NO PURCHASE NECESSARY
TO ENTER, YOU MUST BE A SMOKER, 21 YEARS OF AGE OR OLDER

1. HERE'S HOW THE MARLBORO UNLIMITED SWEEPSTAKES WORKS: Two thousand (2,000) prizes of a 6-day/5-night trip *(including travel to/from point of embarkation/debarkation)* for two on the Marlboro Unlimited train plus $1,000 cash will be awarded in a random drawing.

2. HERE'S HOW TO ENTER: On an official entry form only, in the spaces provided, indicate your complete name, address (including ZIP Code) and your date of birth.

IMPORTANT! In order to be eligible for a prize, you must sign your name in the space provided, certifying that you are a smoker, 21 years of age or older as of date of entry.

3. WHERE TO MAIL YOUR COMPLETED ENTRY FORM: Mail *your completed entry in a hand-addressed 4-1/8" x 9-1/2" #10* (business-size) envelope, with a first-class postage stamp affixed, to: Marlboro Unlimited Sweepstakes, P.O. Box 4352, Blair, NE 68009. Limit one entry per outer mailing envelope. Entries must be received by 4/30/96.

4. ENTRIES MUST BE ON OFFICIAL ENTRY FORMS ONLY. NO PHOTOCOPIED OR MECHANICALLY REPRODUCED ENTRY FORMS ACCEPTED. For each additional official entry form you would like to receive, send a separate, self-addressed, stamped, #10 (business-size) envelope to: Marlboro Unlimited Requests, P.O. Box 4148, Blair, NE 68009. Limit one request per outer mailing envelope. Residents of the states of VT and WA need not affix postage to return envelopes. Participation limited to residents of the U.S. who are smokers, 21 years of age or older. Entry form requests must be received by 4/12/96.

5. GENERAL RULES: Sweepstakes open to residents of the U.S. who are smokers and 21 years of age or older at time of entry. Employees of Philip Morris Incorporated, its affiliates, subsidiaries, advertising and promotion agencies, and the immediate family members of each are not eligible. All entries become the exclusive property of Philip Morris Incorporated and will not be returned. Sponsor will not be responsible for lost, late, damaged, postage due or misdirected mail. Incomplete/illegible/mutilated entries, entries without a signature or entries not including a date of birth will be deemed null and void. Sweepstakes void in MA, MI, at retail in VA and where otherwise prohibited. The odds of winning a prize will depend upon the number of eligible entries received. Sweepstakes random drawing will be conducted on or about 5/7/96 by D.L. Blair, Inc., an independent judging organization whose decisions are final on all matters relating to this offer. All federal, state and local laws and regulations apply. Winners are responsible for all federal, state and local taxes on the complete trip for two. Potential prizewinners will be required to sign and return a Prize Acceptance Form/Affidavit of Eligibility/Release of Liability/Medical Release/Publicity Release within 14 days of attempted notification. Noncompliance within this time period may result in disqualification. All traveling companions must sign and return a Release of Liability/Medical Release/Publicity Release prior to departure. Traveling companion must be 21 years of age or older at time of winner's notification. Any prize notification returned to Sponsor as undeliverable will result in disqualification and an alternate will be selected. Sponsor reserves the right to provide a cash alternative at its sole discretion. No substitution or transfer of prize permitted. All prizes will be awarded. Limit one prize per person. Winners will be notified by mail on or about 5/17/96. Acceptance of prize offered constitutes permission to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law.

6. PRIZES: 2,000 Grand Prizes – a 6-day/5-night trip for two on the Marlboro Unlimited train, including round-trip coach air transportation to/from point of embarkation/debarkation, meals (aboard train), lodging (one room, double occupancy) and activities plus $1,000 in cash (approximate retail value: $6,000 each prize). Train will travel through the states of CO, ID, MT and WY. Winners must agree to travel on scheduled dates specified by Sponsor. Winners' trips will be scheduled depending upon space availability and weather conditions. Winners must accomplish travel on dates designated by Sponsor between August, 1996 and the fall of 1997. If for reasons beyond the Sponsor's control the train is not in service in 1996, all prizewinner travel will take place in 1997.

7. For the names of prizewinners, available after 7/8/96, send a separate, self-addressed, stamped, #10 (business-size) envelope to: Marlboro Unlimited Winners, P.O. Box 4151, Blair, NE 68009.

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